CHAPTER 1

INTRODUCTION

In this chapter, the writer explains the background of the problem. It is consists of the reason for the writer to write the Off Record Strategy on The Comments. In this chapter also discusses of statement problem, the purpose of research, the significance of research, conceptual framework, the result of previous studies, and organization of writing.

1.1. Background of Problem

As human being people communicate with others by using language. Communication is defined as "A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior <the function of pheromones in insect communication>; also: exchange of information (merriam-webster.com/dictionary). In certain context the speakers will choose the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. Brown and Levinson (1978:90) state, "recognize what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, etc.) not so much fun by what they overtly claim to be doing as in the fine linguistics details of utterances". It means that not only speaking in fine language but also considering other's feeling are important. In other words, speaking politeness involves taking account of the other's feeling and being polite person means that s/he should make others feel comfortable.

Being polite is a complicated matter in any language. It is difficult to be learned because it involves understanding not only the language but also the social and the cultural values of the community. Moreover, language cannot be separated from the community who use it. Using language must be appropriate with the social context of the speakers. The speech between individual or unequal rank (due to status in organization, age, social class, education, or some other factors), for example, is likely to be less relaxed and more formal than between

equals.Moreover, the speech will be relaxed whenever it happens between individualswith the same or equal ranks.

The society will possibly consider whether he or she is polite or impolite. In this case, politeness is socially prescribed. The society's norms and rules will determine whether one is polite or impolite then with direct or indirect statement.

In contrast to on record statement, where you need to say anything for something directly, in spite of you don"t need to say directly or address something to others to express what you want to or what you need. This indirect form usually called as an off record.

On social media, people must keep their politeness. Also, Netizens who comment in CNN Tweets. Brown and Levinson says that politeness is the way male and female characters saying things toward another character's feeling in order to keep cooperation in the work by showing good intention and consideration (Brown and Levinson, 1987). People use politeness as a way of known deception, in order to help maintain or protect each other's face needs or avoid face threatening acts. Being polite may also consist of the aspect of formality and it is very important on daily life for people because the character of someone can be refereed and can be seen through politeness.

The writer decided to examine the off record of Netizens in commenting on one of the social media namely Twitter. Because the author considers Twitter users often provide the contents of his mind through the comment column on the application freely to a Tweets, whether it is advice, praise, or criticism. Each individual can choose the sentence form and choice of certain words as a sign of representation of his thoughts and feelings. In written language, the selection and use of certain words is very important in maintaining politeness. Freedom to issue opinions is a reason for most people to think freely as possible based on their respective cultures so that the potential also raises speeches that do not obey politeness (FTA). Therefore, the author chose Twitter as the object of research.

1.2. Statement of Problems

Based on the background above, the writer has concluded that it is important to learn politeness strategies. With the aim that people are able to learn the way to make a good communication with others. The writer will try to analyze the politeness strategies that will be found in comment of CNN Tweets, the problems proposed are divided into two points that represent this analysis. The questions proposed in this research are:

1. What strategies are in off record strategy occur as triggered by invite conversational implicatures existed in the comment of CNN tweets?
2. How to find strategies in off record strategy occur as triggered by vague or ambiguous existed in the comment of CNN tweets?

1.3. Purpose of Research

Based on the research above, the writer focuses on the different comments to seeing through what strategies that statement off record. The research is aimed at.

1. To know strategies in off record strategy occur as triggered by invite conversational implicatures which are existed in the comment.
2. To know strategies in off record strategy occur as triggered by vague or ambigous which are existed in the comment.

1.4. The Significance of Research

The results of the research are expected to give to be useful for the writer in particular and for linguistic students and other people in general who want to know about this subject, especially about using language in comment social media.

Practically the research The writer hopes this research can give benefit or to be reference to other researcher, give more knowledge to the students who study specific course and generally for people who are interested in study social deeply.

1.5. Conceptual Framework

Twitter is a hugely popular social networking site that allows you to make connections with your friends that be followers on you, share photo, video, short story and live .that given the caption. Twitter Comment is a Twitter facility can be used to participate on friends' documents, like photos, status, video, etc. by giving written comment.

Robin Lakoff and Sachiko Ide stated that Face Threatening Acts are seen to consist in speech acts which have the potential to violate face, and the practice of politeness in the strategies used to mitigate possible face damage in order to achieve or to maintain harmonious interpersonal communication (2005, p. 132).

Based on the theory above, it is known that the threat act of face is distinguished based on the positive or negative face. The term of threaten means that people (speaker or listener) do the opposite of the wants and crave or desire of others (speaker or listener). The positive face is threatened in which any act appears to disapprove the listener"s wants, desire, goods, and expectations. On the other hand, the negative face is threatened in which any act seems to interfere the listener independence and freedom of action.

Face Threatening Acts (FTA) Face threatening acts is the acts of threatening someone's negative and positive desire that need to be satisfied. Politeness Strategy In general politeness can be defined as linguistics attitude which can make an addressee feel at ease. Hence, the parameter of being politeness is the convenience in the part of the addressee. In relation with this matter, Brown and Levinson in their phenomenal book proposed the concept of face.

1.6. The Result of Previous Studies

In this part contains the previous study. Its be a supporting material to get the data, these are the previous study:

1. The Undergraduate paper is written by *Suci Khaofia;* Politeness Strategies in Nicholas Sparks's Novel "A Walk to Remember.

The research entitled "Politeness Strategies in Nicholas Sparks's Novel A Walk to Remember" is conducted to describe and analyze politeness strategies used by Mr. Hegbert and other characters that using positive and negative politeness strategies. People tend to choose the strategies for polite conversation in the purpose of achieving their final goal by maintaining other's face. Politeness is the power distance relationship of the interactants and the extent to which a speaker imposes on or requires something from their addressee. However, politeness phenomena can also appear in literary text such as dialogues in a novel which provides the language of people interacting each other within the novel through the portrayed characters, so the story is easy to understand.

The method used in this research is qualitative descriptive. The data collection technique is by choosing and reading the data. The data were taken from the utterances of Mr. Hegbert and other characters that used positive and negative politeness strategies in novel. After conducting the research, the writer conclude that: there are four strategies found in Nicholas Sparks's Novel A Walk to Remember used by Mr. Hegbert, bald on-record strategy, positive politeness strategy, negative politeness strategy, and off record strategy. This research shows that there are hardly any differences in the politeness strategies used by the speakers and types of politeness strategies seem to correspond, although, positive politeness strategies are more frequent than negative politeness strategies, and bald-on-record strategy is the most infrequent of the three.

2. The Undergraduate paper is written by Ratih Tresnasih; *Politeness strategies in an interview between Desi Anwar and Queen of Denmark Margrethe II on CNN Indonesia insight with Desi Anwar program.*

In this research, the writer concerned with linguistic politeness study based on Brown and Levinson's theory of politeness, that is, Bald on Record, Positive, Negative, and Off Record politeness strategies in Desi Anwar's interview with Margrethe II on CNN Indonesia YouTube Channel 'Insight with Desi Anwar' Program. The writer had two research questions, (1) what politeness strategies are used by Desi Anwar and Margrethe II, (2) what are the factors that might influence the choice of strategies. This politeness strategies analysis based on the theory of Brown and Levinson (1987). The research method is descriptive qualitative by giving description about the utterances in conversation of the interview. The writer used documentation study, and then used four steps in analyzing data; coding, reducing, displaying, and drawing conclusion. The data were taken from the utterances by Desi Anwar and Margrethe II in the interview. Data interview were transcribed into written data. Those were classified based on politeness strategies by Brown and Levinson. From the analysis, it could be concluded that there were 35 utterances which consist of 18 utterances by Desi Anwar and 17 utterances by Margrethe II. There were 5 Bald on Record strategies; 4 utterances by Desi Anwar and 1 utterance by Margrethe II, 16 Positive politeness strategies; 5 utterances by Desi Anwar and 11 utterances by Margrethe II, 9 Negative politeness strategies; 7 utterances by Desi Anwar and 2 utterances by Margrethe II, and 5 Off Record strategies; 2 utterances by Desi Anwar and 3 utterances by Margrethe II. Researcher found out that Positive politeness strategy by Margrethe II was dominating other strategies. It was based on factors of Margrethe II's status and occupation as a Queen of Denmark which is higher than Desi Anwar. Therefore, Margrethe II used this strategy to indicate that she

wants to come closer to Desi Anwar. The varying strategies that used have factors that influence; Payoffs and Circumstance deals with social variable (Power, Distance, Rating of Imposition). In every conversation, the peoplemust apply politeness to make social interaction goes well.

3. The Undergraduate paper is written by Rahma Yanti; *An analysis of Off Record Strategies Reflecting Politeness Implicature in "Oprah Winfrey Show"*

This thesis discusses strategies off the record that describes implicatures modesty in a conversation. Off record strategy is one of the five strategies. This strategy is discussed for the use of the language used in the forms of direct. The object of research are strategies off the record that describes implicatures politeness in a famous talk show in America, namely, "Oprah Winfrey Show". The data were taken using methods refer to refer techniques involved free conversation, where the author was not involved in the dialogue that occurs because the data is taken from the TV show, recording technique with the aid of a recorded tape. Furthermore, the authors use the technique CAAT by way of transcribing talk show back in the form transcription ortrografis. This analysis uses methods equivalent pragmatic look at the role of external factors of language, especially the factor of interlocutors on selection strategies used off record. The results showed that the context of the situation and the violations of the maxim of conversation will influence the choice of strategies used off record. However, there are some cases when this option do not follow the rules. This is because of other factors that come into play in a conversation such as an intonation. implicatures appear generally in the form of affirmation that is used in polite. In one sentence found two or more strategy off record selected speakers.

1.7. Organization of Writing

The organization of writing describes the parts that are in this research. This research is composed into five chapters, there are Chapter I, II, III, IV, V.

CHAPTER I : INTRODUCTION

Chapter I consists of introduction which describes the research background which is divided into sub-chapters namely background of problems, statement of problems, purposes of the research, the significances of research, the result of previous studies and organization of writing

CHAPTER II : THEORETICAL FOUNDATION

In Chapter II, This chapter explains the theories that related to this research. It involves pragmatics, politeness theory, face-threatening act, politeness strategies, and choice of strategy.

CHAPTER : III METHODOLOGY

Chapter III presents the research methodology of the research. There are several steps to get the answer to the research question before. In addition, to answer those questions needs some steps to do. Absolutely, it is based on the materials that were referred to answer the question. These are the steps in research methodology, namely, research method, the source of data, the technique of collecting data, and the technique of analyzing data.

CHAPTER IV : DATA ANALYSIS

Chapter IV explains the data analysis. This contents based on data that has been obtained. These data are used to answer the research questions. There are two questions; 1) What strategies in off record strategy occur as triggered by invite conversational implicatures existed in the comment of CNN tweets? 2) What

strategies in off record strategy occur as triggered by vague or ambigous existed in the comment of CNN tweets?. These questions are answered by analysing the data in this chapter. This is the results of this research.

CHAPTER V : CONCLUSIONS

The research will be concluded in Chapter V. In addition, the research will give some suggestion for readers. In other words, as a closing, this chapter consists of a conclusion and suggestion.